

## Message Text

UNCLASSIFIED

PAGE 01 STOCKH 01818 290832Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----290833Z 046069 /12

P R 290731Z APR 77  
FM AMEMBASSY STOCKHOLM  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 0436

UNCLAS STOCKHOLM 1818

E.O. 11652: N/A  
TAGS: BEXP, SW  
SUBJ: OPERATIONS MARKET RESEARCH: CLIMATE CONTROL (HEVAC) -  
SWEDEN

1. POST REVIEW OF CLIMATE CONTROL (HEVAC) MARKET STUDY FIRST RECEIVED FROM CONTRACTOR G. WISTROM REVEALED SEVERAL DEFICIENCIES. MOST NOTABLY THERE WAS LITTLE TREATMENT OF SPECIFICATIONS REGARDING MARKET MAGNITUDE, IMPORT SHARES AND COMPETITIVE ASSESSMENT. ADDITIONAL MATERIAL UNDER THOSE TITLES HAS BEEN SUBMITTED BY CONTRACTOR IN RESPONSE TO STC REQUEST, AND IS INCLUDED IN COPIES AIRMAILED TO OIM/NORDIC AND OIM/MRD, AND IN 8 COPIES POUCHED 4/28 TO MRD.

2. ALTHOUGH SUBJECT STUDY IS NOT OVERLY LONG, WAS MUCH LATER THAN PROMISED, AND IS PROBABLY NOT THE BEST WORK THIS CONTRACTOR IS CAPABLE OF, STILL IT DOES NOW APPEAR TO MEET THE SPECIFICATIONS. SOME SECTIONS ARE RATHER WELL WRITTEN AND ACCURATELY DEPICT SWEDISH MARKET CONDITIONS, PARTICULARLY THE SECTION "THE DOMESTIC MARKET". POST REVIEW OF ALL FIVE APPENDICES, STATISTICS, AND BEST SALES PROSPECTS, ALSO RATES THEM WELL. POST RECOMMENDS ACCEPTANCE OF REPORT FOR FINAL PAYMENT. FIRST AND SECOND PAYMENT AUTHORIZED 4/27.

3. RE CONTRACTOR WISTROM: PROBLEMS EXPERIENCED IN COMPLETION THIS STUDY ON TIMELY BASIS WERE LARGELY DUE TO SERIOUS BUT UNCLASSIFIED

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PRESUMABLY TEMPORARY, HEALTH PROBLEM WHICH AFFECTED EYES. A SERIOUS PROBLEM WITH USING HIM AS CONTRACTOR IS THAT HE HANDLED MARKET RESEARCH ALONE AND HAS NO BACKUP WHEN SUCH PROBLEMS ARISE. (THIS IS IN CONTRAST TO OUR MOST EFFECTIVE CURRENT CONTRACTOR - KONSULTERNA - WHICH HAS 2 OR 3 PERSONS INVOLVED IN EVERY STUDY.) THUS POST WILL TRY AVOID USING THIS CONTRACTOR IN FUTURE, AND ESPECIALLY WHEN TIMING IS SIGNIFIC-

ANT FACTOR. UNFORTUNATELY HE IS ONE OF DIMINISHING GROUP  
(NOW ONLY 4) OF RESEARCH FIRMS WHO CONTINUES WILLING TO BID  
FOR STUDIES IN CURRENT PRICE RANGE OF \$3600-\$4400. AND OF  
COURSE PREVIOUSLY MADE COMMITMENTS OF THE FOUR FIRMS IS  
IMPORTANT FACTOR ON THEIR WILLINGNESS TO BID; THUS LONGER  
RANGE PLANNING WOULD BE GREAT ADVANTAGE IN LINING UP SUITABLE  
CONTRACTORS.  
SMITH

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NNN

## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009